



City of Arts & Innovation

PRESS RELEASE

Police Department
SERGIO G. DIAZ
Chief of Police

FOR IMMEDIATE RELEASE

April 20, 2015

Contact:

Officer Ryan J. Railsback
Riverside Police Department
Community Services Bureau
railsback@riversideca.gov
(951) 217-4572

POLICE AND FIRE TO ILLUSTRATE CONSEQUENCES OF POOR CHOICES

Riverside, California – The Riverside Police and Fire Departments, in conjunction with the California Highway Patrol, California Office of Traffic Safety, and Norte Vista High School, will present the “Every 15 Minutes” program on April 22 - 23, 2015. This two-day program involves a simulated fatal traffic collision with a drunk driver, three student deaths, and the aftermath of the collision. The purpose of this program is to provide an accurate depiction of an alcohol-related fatal traffic collision, and the effects of that collision from the perspective of all parties involved.

On Wednesday, April 22, 2015, at approximately 9:30 am, the Riverside Police Department, Riverside Fire Department, American Medical Response, Riverside Community Hospital, and Akes Family Funeral Home will conduct the simulated fatal DUI collision investigation on Crest Ave., directly in front of Norte Vista High School, located at 6585 Crest Ave. in the City of Riverside. Students will act as participants in the collision. The simulation will include on-scene trauma triage, a DUI investigation, and transportation and treatment at Riverside Community Hospital. At the conclusion of the collision scene, the participating students will begin an overnight retreat while parents receive death notifications. These activities are designed to illustrate the far reach effects of driving under the influence.



Crest Ave., between JoJo Way and Randolph St., will be closed to all traffic during the simulated crash scenario from 8 am - 11 am.

On Thursday, April 23, 2015, at approximately 9:30 am, an assembly will be held at Norte Vista High School where the “dead” students will be reunited with their parents. The senior class will attend the assembly where a video of the previous day's activities will be shown and presentations will be made by several guest speakers, including Mayor Rusty Bailey, Police Chief Sergio G. Diaz, and Fire Chief Michael Moore.

The press is invited to attend these activities. Please contact Officer Ryan Railsback (rrailsback@riversideca.gov) for more information.

This program received its name in the mid 1990's because someone died due to an alcoholic related traffic collision every 15 minutes. Funding for the “Every 15 Minutes” program is provided by the California Office of Traffic Safety through the California Highway Patrol and community donations.

Every 15 Minutes... The Choice is Yours

